

It Matters How We Open Knowledge: Building Structural Equity

Biennial Open Access Conference at San José State University

October 29, 2021

Making Open Access Book Funding Work Fairly: The Emergence of Library Membership Funding Models for OA Monographs

Frances Pinter, Central European University Press

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03:40:12.240 --> 03:40:20.700

Nick Szydłowski: let's we're going to move directly to the lightning talks because we have a tight schedule and I just I want to introduce how we're going to do the lightning talks for all the people.

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03:40:21.210 --> 03:40:30.120

Nick Szydłowski: for everyone here, I think we should do the do the two or three talks we have three lightning talks or 10 minutes long, and then we have 10 minutes for questions.

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03:40:30.990 --> 03:40:38.760

Nick Szydłowski: After the lightning talk so let's do all the talks and hopefully all the speakers have time to stick around for the questions at the end of the talks.

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03:40:40.440 --> 03:40:44.400

Nick Szydłowski: And with that I will introduce the first lightning talk.

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03:40:45.780 --> 03:40:55.890

Nick Szydłowski: This talk is going to be titled making open access book funding work fairly the emergence of library membership funding models for away monographs.

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03:40:56.910 --> 03:41:09.030

Nick Szydłowski: And the speaker will be Dr Francis Pinter. Dr Francis Pinter is the executive, Chair of the Central European University Press and formerly CEO of Manchester university press.

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03:41:09.600 --> 03:41:16.380

Nick Szydłowski: She advises several small university presses around the world, she was the founding publisher of Bloomsbury Academic.

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03:41:16.860 --> 03:41:24.570

Nick Szydłowski: She was also the founder of knowledge on blast taking a particular interest in developing sustainable business models for open access monographs.

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03:41:25.110 --> 03:41:36.960

Nick Szydłowski: Previously, she was publishing director at the open society foundations, where she established the library consortium EIFL that now spans over 50 countries and the Center for publishing development.

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03:41:37.860 --> 03:41:54.360

Nick Szydłowski: Earlier, she founded pincher publishers that also owned Leicester University Press and launch the environment environmental studies imprint Belhaven press that's a very impressive file and I'm really excited to hear from Dr Pinter, so I will hand it over to you.

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03:41:55.890 --> 03:41:57.390

Frances Pinter: Thank you very much, can you hear me.

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03:41:58.890 --> 03:42:10.260

Frances Pinter: Okay, and you can see my slides wonderful sorry to have intruded on your john but I was worried because I actually had a power cut about it, an hour ago.

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03:42:11.970 --> 03:42:18.600

Frances Pinter: really glad to be here and I'm standing in for Martin he who unfortunately is unwell and sends his apologies.

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03:42:19.350 --> 03:42:32.520

Frances Pinter: So I want to start with the question, who pays for closed monographs now well it's basically through sales to institutional libraries and it's from your acquisitions budgets and actually.

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03:42:33.420 --> 03:42:51.330

Frances Pinter: What sustains monograph publishing, to the tune of over 75% of the sales to your libraries, through your equity positions budgets so you're in a very powerful position that's all for closed monographs and now we want to go.

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03:42:52.350 --> 03:43:04.200

Frances Pinter: So who pays for open access monographs now well we search funders institutions, they mainly do BPC models book processing charges that go.

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03:43:04.710 --> 03:43:24.420

Frances Pinter: Like APC models for journals for specific books by specific authors, then there are a few libraries that participate in collective sorts of activities and they sometimes are BPC and non-BPC, and this is from the school comes and acquisitions budgets.

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03:43:26.460 --> 03:43:41.010

Frances Pinter: They will now some new away publishing models here are seven of them I don't have the time to go through all of them, but they basically divide between BPC oriented and non-BPC oriented.

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03:43:41.760 --> 03:43:54.900

Frances Pinter: And we do need both, and they are all very eager to work with other organizations that are working on developing the infrastructure that you need, we need to make all of this work.

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03:43:56.190 --> 03:44:22.200

Frances Pinter: And so, that is a project called koeppen it's funded by research England and the arcadia foundation and it's in partnership with a number of organizations that work on providing and improving the infrastructure for open access content in this case, especially for books.

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03:44:23.430 --> 03:44:25.950

Frances Pinter: And they're working on scaling infrastructure.

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03:44:27.390 --> 03:44:34.770

Frances Pinter: In a number of different ways, so they will be launching next year the open book collective and that is.

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03:44:35.730 --> 03:44:44.880

Frances Pinter: That will be kind of one stop shop, so that a lot of small presses will have their programs on it and library can go into the shop and.

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03:44:45.390 --> 03:44:56.670

Frances Pinter: and decide which of the programs, they want to support their developing tote, which is a platform to improve the metadata no easy to get our metadata better.

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03:44:57.000 --> 03:45:03.330

Frances Pinter: And that will disseminate the open access books on to all the different platforms that now holster.

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03:45:04.200 --> 03:45:15.810

Frances Pinter: And then, if they are also supporting of the piloting of a particular business model, a non PPC model which is effectively and.

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03:45:16.350 --> 03:45:32.370

Frances Pinter: subscribe to open model for books called opening the future and the see you press is a pilot at and we started in spring and lyrical university press has just recently come on board.

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03:45:33.780 --> 03:45:40.410

Frances Pinter: Now the see you press which I'm the executive, Chair of is a very small press with a very big mission.

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03:45:41.220 --> 03:46:03.570

Frances Pinter: it publishes history political science social sciences around the issues around not just Central Europe, but the whole form of publishing block but sorry for former

Communist bloc and we have a backlist of about 500 books and the opening the future model.

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03:46:04.920 --> 03:46:13.080

Frances Pinter: is one that is appropriate for those publishers that have backlist because what we're doing is.

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03:46:14.160 --> 03:46:33.030

Frances Pinter: Taking our backlist which is closed and has been closed and through a membership sweeps scheme, a subscribe to open scheme we're asking libraries to subscribe to the program for which they will receive.

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03:46:34.200 --> 03:46:38.220

Frances Pinter: package of 50 backlist titles.

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03:46:39.330 --> 03:46:45.870

Frances Pinter: And all of the money that comes from that will fund open access front list.

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03:46:47.100 --> 03:46:57.450

Frances Pinter: And we have a concept called dynamic scaling, which means that what's particularly to this model is we don't have to reach a particular threshold we don't need to.

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03:46:58.620 --> 03:47:06.660

Frances Pinter: have hundreds and hundreds of libraries sign on from day one, we know it's going to take time for this model to.

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03:47:08.070 --> 03:47:34.800

Frances Pinter: be accepted in community, but it is a model that can be paid for with or without a way budgets and we're hoping it will be funded primarily through library acquisitions funds so in a in a nutshell, the library subscribes to our non-OA books.

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03:47:36.150 --> 03:47:39.810

Frances Pinter: packages at a package or packages, if you wish.

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03:47:41.100 --> 03:47:56.640

Frances Pinter: And those books remain close to those Members at this is very affordable price and publishers, in this case, see you press use the money to publish new open access books.

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03:47:58.110 --> 03:48:22.020

Frances Pinter: Here are the numbers for around the particulars of the sea press, as you can see it's 1400 \$25 for the top tier and it's tiered by Lewis, is just bending these are DRM free books, with all the metadata that you would associate with books that are.

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03:48:23.310 --> 03:48:44.490

Frances Pinter: They are actually hosted on muse this particular package set of packages and we're aiming to raise enough money to fund 25 away titles I don't have time to go through the next couple of slides because time is short, however.

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03:48:45.540 --> 03:48:58.620

Frances Pinter: Please look at it, because we're giving you a choice of four packages depending on whatever you want, but underscoring that it's a three-year commitment and, at the end of three years, the books are.

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03:48:59.910 --> 03:49:05.160

Frances Pinter: owned by libraries on a perpetual access basis, so we never take it away.

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03:49:07.050 --> 03:49:15.960

Frances Pinter: it's attractive for large research libraries, for whom getting our whole collection is much cheaper than otherwise it would be.

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03:49:16.620 --> 03:49:35.340

Frances Pinter: it's attractive for large teaching libraries, because for the first time they can access it \$12 a book for perpetual access going forward really good collections from us from other small university presses and small libraries like participating in this because it's a.

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03:49:36.450 --> 03:49:50.670

Frances Pinter: nice way of participating in the move to open access at very little risk, so we think it's good value and now, this is my final slide and actually it's the one that I, I really want to stress.

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03:49:53.280 --> 03:49:58.350

Frances Pinter: And if you hadn't given me such a long intro I could take a little bit longer but there we go.

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03:50:00.240 --> 03:50:11.760

Frances Pinter: We need both PPC and non-BPC models, because the research funders are funding the research that they do, but we know that for humanities and social sciences.

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03:50:12.600 --> 03:50:29.580

Frances Pinter: Most of the books are not BPC eligible because they're not funded out of research projects, so we do need these other types of models that work with Librarians bringing in your acquisitions fund.

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03:50:30.930 --> 03:50:45.990

Frances Pinter: The global South needs to be able to find ways of their authors being published globally, and this is, this is very important because they don't have access to beat PCs.

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03:50:46.800 --> 03:51:01.440

Frances Pinter: And then, what happens if stem is open, as it increasingly is through its journal articles an hsa stays mainly closed because it likes to publish a lot of books.

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03:51:02.490 --> 03:51:08.100

Frances Pinter: What happens set the subject areas will be attacked as being elitist.

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03:51:09.360 --> 03:51:19.320

Frances Pinter: ivory tower-ish and with publishers and libraries will be part of the problem rather than part of the solution.

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03:51:20.370 --> 03:51:28.800

Frances Pinter: and open access we really need it to tackle global challenges, we saw what it did for Kobe when all of the.

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03:51:29.550 --> 03:51:42.120

Frances Pinter: Research went open suddenly in 2020 how it helped speed up getting the backseat, but we also know that there wasn't enough knowledge about social policy.

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03:51:42.750 --> 03:52:09.150

Frances Pinter: And how people would actually react, and so, for even bigger challenges such as climate change and biodiversity, we need the social in the science and we need our humanities and social science content available open access as books and, of course, as journals Thank you.